

CASE STUDY STRATEGIC PARTNERSHIPS

COLLABORATION BETWEEN UPGRAD AND

INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES (IU)

UPGRAD AND ITS VISION

Founded in 2015 by Ronnie Screwvala, Mayank Kumar, and Phalgun Kompalli, upGrad is South Asia's largest ed-tech. They have supported 3,000,000+ learners so far which includes 70,000+ current students.

Leading the Indian ed-tech industry over the past 7 years, upGrad has revolutionized access to higher education by partnering with Indian and international universities. They have set new standards for the learner experience with a peerless tech-driven platform and all-around support.

Transcending geographical limitations, upGrad has partnered with universities from India and abroad (UK, USA, Germany, Australia, Canada, and Ireland) to make programmes accessible to learners in more than 80 countries. upGrad Abroad, the sister arm of upGrad, nurtures, prepares, and builds the learners' employability and launches them into great careers by facilitating permanent jobs with world-leading employers. Counted among the top 26 Indian organizations that have passed the \$1 billion valuations, upGrad is the first Indian higher education technology to enter the coveted Unicorn club.

UPGRAD'S PURPOSE AND GOAL OF THE COLLABORATION

During the pandemic, as education went into a state of suspended animation, upGrad Abroad jumped into action to design programmes addressing major concerns deterring study abroad plans, namely:

- Accessibility & Support
- Smart Application Processing, and
- Affordability

As opposed to the typical study abroad model— where students physically went overseas at the start of the course—they pioneered the “start online, finish on-campus” concept where learners could start the programme online and complete it abroad. These ‘Accelerator Programs’ have effectively fast-forwarded careers.

Being the first university partner, IU has helped to offer five industry-focused postgraduate programmes to date. The courses with IU suit the requirements of learners, both working professionals and freshers, looking for a self-paced, advanced and flexible course curriculum.

Completing a university education with IU offers these additional benefits:

- Timely doubt resolution
- Advantages of dual degree: IU and London South Bank University
- Easy transition from online student to on-campus student in Germany
- Access to world-class faculty members & industry experts

WHAT IS THE STATUS QUO?

As many as 60 students from the first batch of 100 odd learners that had enrolled in 2021 have already received their on-campus offers and are waiting to fly to Germany to join their July 2022 cohorts. In addition to these, the second batch of 200 students is looking forward to joining the October 2022 intake.

With a collaboration that has made higher education student-centric, inclusive and flexible, UpGrad is confident of a stronger relationship between IU and upGrad in the future. upGrad anticipates enrolling 300-500 students in 2022.



upGrad believes global education can fuel economic vitality while addressing real-world challenges by providing practical solutions. This can happen only when we consider pivoting towards innovations in learning.

Our collaboration with IU is a step towards the same. Through a range of advanced courses offered by IU, we are confident that the Indian students, equipped with enhanced employability skills, can genuinely be a part of Industry 4.0.

Ronnie Screwvala, Chairperson & Co-Founder upGrad